“"Exploring academic staff retention strategies with special reference to Private Universities in Telangana & Andhra Pradesh""

Synopsis of the Research Proposal

Submitted for the Registration in the

Ph.D. Programme (Part-Time) in Management

By

Preethi Kumari M

(21BSDJPPH006)

Under the Supervision of

Prof (Dr) H P Singh

Research Supervisor

The ICFAI University Jaipur

Index

S.no	Particulars	Page No
1	Introduction	3
2	Review of Literature	4-6
3	Statement of Problem	6
4	Research Gap	6
5	Significance of Study	7-8
6	Objectives	8
7	Hypothesis	9
8	Research Methodology/Design/sample	9
9	Data Collection sources of data	10
10	Data Analysis	10
11	Time Frame for Miles Stones	11
12	Limitations of study	11
13	Bibliography	11-12

Introduction to Staff retention

"Retention is the method by which a corporation ensures that its staff don't quit their jobs. Each organization incorporates a completely different retention rate, that indicates the percentage of staff remaining with the organization for a period of time" Talent retention, means that the flexibility of a corporation to retain their staff from departure from the organization. Talent Retention is taken into account because of the practices and policies enforced by the organization to stay proficient and expert staff for much longer and once staff value more highly to stay with their current organization, instead of searching for opportunities elsewhere. Talent retention is the method of keeping your best staff from leaving your organization. Corporations have to be compelled to have a technique to retain their high talent, as losing proficient staff is expensive and riotous.

Staff retention is an organization's ability to stop turnover rate, or the number of individuals leaving their job either voluntarily or involuntarily. Increasing job retention incorporates a direct impact on business performance and success. Effective Staff retention needs to be a effort which is systematic by the employers to such that an environment is created which encourages the existing staff to stay employed with the help of certain policies and honest practices which fulfills their desires.

A well designed retention strategy becomes a good accomplishment tool.Retention of key workers is very important to the long success health of any organization. it is a celebrated indisputable fact that holding your best workers ensures shopper satisfaction, hyperbolic product sales, happy colleagues and constant workers, effective succession turning out with and deeply imbedded structure.Employee retention matters as structure issues like coaching for time and investment; lost knowledge; insecure workers and a fashionable candidate search area unit involved. So failing to retain key employees is also a fashionable proposition for a corporation.

A well built retention strategy becomes an good accomplishment tool.Retention of star staff is very important to the long success health of any organization. Its a unbeatable fact that holding your best staff ensures satisfaction of the client, tremendous product sales, happy colleagues and honest staff, effective succession turns up with and deeply imbedded structure knowledge and learning**.** Employee retention matters as institutional issues like training for time management and investment; lost knowledge; insecure staff and an qualitative candidate search are involved. . Hence failing to make key workers not to leave may be an expensive proposition for an Institute. Many studies indicates that losing a middle manager in most organization's

prices up to 5 times of his salary. Experienced employers constantly notices the importance maintain its key employees. In Indian context Retaining of the talented staff was negligibly considered.; there's no shortage of opportunities for the most effective within the business, or maybe for the second or the third best. Retention of key staff and treating attrition troubles were never thus necessary to corporations.

Review of Literature

Kassahun, 2021: To retain the staff Monetary tangible rewards can be of two types . Namely Direct rewards such as attractive basic pay, incentives, perquisites , etc and Indirect rewards such as one day outing, family vacation, retirement pension, provident funds etc

Reza Sepahvand,Razieh Bagherzadeh Khodashahri 2021:Strategic Human Resource Management Practices has a significant impact on employee retention, and job engagement in all dimensions except performance appraisal on employee retention.

Diwakar Singh 2019: The most difficult task for any employer is to retain the employees who are the most valuable, productive and important asset for an organization. Because the cost of replacing the employees are costly, some effective retention strategies should be developed to face the situation. The highly capable employee should be receiving more salary when compared to an average employee which encourages him to stay in the organization.

Komal Khalid and Samina Nawab 2018: The employee participation does has an influence on worker retention completely in the majority sectors. The effect of worker participation and worker retention is decided by worker compensation. Only influence on retention is Delegative participation as compared with alternative varieties. The influence of compensation effects the direct and indirect kinds of worker participation on worker retention.

Gary Covella, Vikkie Mccarthy Belal Kaifi and Daniel Cocoran 2018 :To confirm whether a person is fit for the job or not, job engagement through leader member exchange has an effect on the employee employer leadership.

Justice Solomon Kolantwi Barimah2017: The factors that influence the retention of the university's Teaching employees area are leadership and institutional culture,

growth opportunities, institutional mission and vision, sensiable work and collegiality factors into formal retention ways which suppors the intrinsic needs of staff and in additionto that leverages on the strengths provided by its institutional culture..

Bernardin, 2017 : Other than the basic pay, fringe benefits are meant to attract , retain , motivate best qualified and competent employees. Attractive fringe benefits always attracts the staff to stay with the company.

R. Anbu Ranjith Kumar 2016: Weak retention policies are followed by college to retain its faculties. there is a diverse workforce population which demands fo the effective retention measures which in turn will increase the job satisfaction which in turn increases work performance**.**

ILO, 2015: Productivity plays an important role in measuring Employees performance. The relationship between outputs and inputs is Productivity, which increases with output with a less than proportionate increase in its inputs, or when the same output is produced with less inputs.

Dr Mita Mehta, Aarti Kurbetti, Ravneeta Dhankhar 2014: . The factors such as career development opportunities, effective talent management strategies, recruitment, on boarding and orientation, training & development ,compensatory benefits, balance in life organisational culture, guidance, goodwill of the corporate, autonomy and direction, town audits, personal causes, role of unit of time head and supervisors, work related strategies and free time, appraising when performed well , and career developmental opportunities show the importance and significance on impacting retention and foster employee commitment in the organization

Milkovitch & Newman, 2014: Mostly the employees are worried to earn more salary and wants to enjoy the attractive conditions of the service, whereas on the other hand employers are trying to reduce costs to increase the revenue by the end of financial year.

V. B Devibala, Dr. Panbuoli, T. Jothimurugan 2014: Measures should be taken to encourage

its employees to remain in the same organization for the maximum period of time. It is a systematic effort by the employer to create and foster and environment that fulfills the needs in retaining its best employees. Instead of losing a good manager it is better to retain him. Retaining an old employee is less costly than hiring a new one. It's an ongoing process to identify and keep their best performers

Mathis & John, 2013: Motivators have taken the initiative to increase the interest of job, enthusiasm, and also to increase the work productivity An employer provides an attractive benefit package in hiring and retaining qualified employees while similar basic pay is offered by the competitive firms making employees more reticent to move to other employers.

Statement of the problem

Based on the literature review, various studies have been conducted on employee Retention from the perspective of employee as well as employer. There is a research gap to understand the correlation between factors why a staff wants to retain in an organization & the strategies made by the employer to retain the staff.

Most of the Studies were done in well- established companies on staff Retention in IT Sector, Secondary & High schools, nurses etc. Hence it is that there is a huge Scope for research in domain of strategies of Staff retention in Academics of private universities Only few studies found on methods of Staff retention Strategies of private universities.Few studies were found on an association between Factors & Strategies of employee Retention

Research Gap

Depending upon the research, gaps were identified, the Topic of " Exploring academic staff retention Strategies with special reference to private universities in Telangana" was chosen for present study. There is no comprehensive framework that captures mostly all critical variables and establishes relationship, correlation between them.

Need/Significance of the study:

For any organisations employees are the heart and soul. . Employee Retention is the strategies implemented by the organisation to make the worker not to leave for many years. Staff retention techniques encourages the staff to stay long and play their role successfully.Certain good initiatives must be taken so that the employee enjoy their work and learn from the projects they do. . Employee turnover is costly for an organization. Finding suitable replacements for key employees is difficult. Low employee turnover leads to outstanding performance of an organization. Hiring is not an easy process. After resigning ,there are chances that he will join the competitors. Its been observed that an employee who stays for a long period is honest with both the management and the organization.

The successful survival for any organization depends on the methods a worker is compensated for.. The employees commitment and their attitude to work is determined by the reward system and motivating incentives, The Indirect modes of compensation like Fringe Benefits given to a single individual employee or employees are integral part of any organisation which are given to employees as Reward, other than the basic salary. Fringe benefits concentrate on improving the quality of life not only for employees but also for their family members and a level of protection and financial security . An employer who can provides an attractive benefits package in retaining qualified employees enjoys an advantage over other competing firmswith same basic salary. Its true that these benefits make any employee to work honestly and make them not to go to competing employers. Other few attractive benefits are pension plans, insurance , refund of educational expenses by employer, paid holiday trips, using transport of institution. Employee performance is usually measured in terms of productivity.

Productivity could be a relationship between outputs and inputs. It rises with an increase in output with a same proportionate change in inputs or a reasonable output with the help of optimum inputs . Productivity can be in financial terms also.If the output increases without any change in input then it is considered as a rise in productivity. Productivity enhancements may be understood at totally different levels. The productivity of people is also mirrored in rate of employment, wages, employment stability , job satisfaction or other employment opportunities. Organisational Productivity can also be measured in view of share in the market , benefits to the society at large from the individual and organisational productivity is can also be viewed from

aggression or in an exceedingly shift of employment from low to higher productivity sectors. The factors that have an effect on staff remuneration are of two types. Like leadership control, obligation by external forces like Government In both of the cases salary is related with fringe benefits , allowances when recruited in remote area, rent accommodation allowance, medical benefits, PFs , Gratuity, Pension Funds. Joint insurance schemes, accidental and death benefits, Statutory funds, paid leaves, company transport. When these benefits are given in kind they are called as Perquisites by the boss by taking self initiatives or agreement by the state etc to motivate the staff not to leave the organisation which improves the effectiveness of organisation.

Objectives

1. To study the existing academic staff retention strategies of academic staff of private universities of Telangana.
2. To study the importance of of retaining quality academic staff
3. To determine the factors influencing on staff attraction and staff retention.
4. To study the impact of commitment and job satisfaction on staff retention.
5. To develop the strategies to attract quality talent to increase the staff retention

Hypothesis

Ho: There is no significant relationship between the factors influencing on the staff attraction and staff retention.

H1: There is a significant relationship between the factors influencing on the staff attraction and staff retention

Ho: There is no significant relationship between the job satisfaction, working conditions and staff retention

H1: There is a significant relationship between the job satisfaction, working conditions and staff retention

Research Methodology:

In order to achieve objectives the following methodology was adopted

Research Design

This research will be descriptive and exploratory . This primary research focus is multidimensional research to conduct a complete assessment of the problem, including its sources, challenges, and impacts, as part of the study. In this work, a structured approach is used. A descriptive and Analytical research methodology will be used to carry out this investigation. By using questionnaires and setting up interviews, information will be acquired from academic staff.

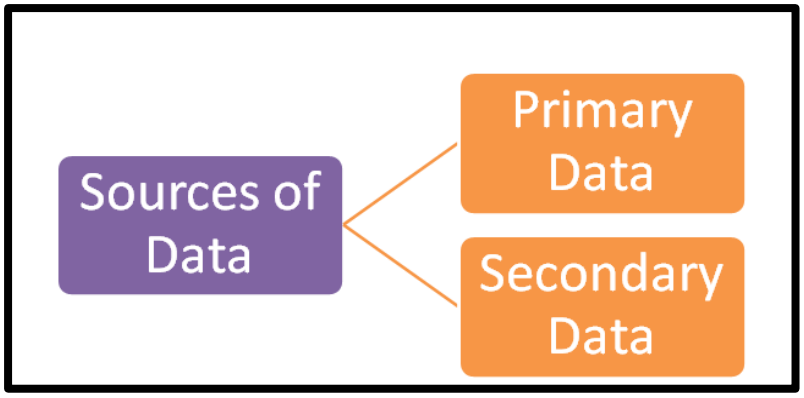
Sample

The study is descriptive in nature since it seeks to determine the variables that affect staff retention. Decision-making and the elements that change perception. It also aims to research how these factors affect the academic staff to stay in the same institute. .

This research will be conducted in the states of Telangana and Andhra Pradesh. A Well-structured questionnaire will be used to collect the data from academic staff

Data Collection

Sources of Data



***Source*:** Researcher Design

A) **Primary Data**: A survey based on a structured questionnaire will be prepared for collection of data.

B) **Secondary Data** : National and International journals on Staff retention Strategies, Human resource practices to retain staff , employee retention in education sector, IT sector, hospitals, industries, impact of working environment, fringe benefits ,leadership roles , research papers , thesis, and various secondary data sources will be used for the study.

Data Analysis

Along with the above primary and secondary sources, the information will also be gathered, classified, tabulated, and, if necessary, displayed in a graphical form. The analysis will be carried out using statistical methods like percentages, averages, comparisons, and corrections.

For data analysis the following Statistical tools are used

1.Reliability Test,

2. Descriptive Statistics (Frequencies, Mean value, SD value , Skewness, and Kurtosis ranges),

3. Multivariate analysis, Goodness of fitness.

Time frame for Achieving Milestones:

Proposed time frame	**Miles stones to be achieved**
Oct 22 to june 22	Systematic Review of Literature
July 23 to sep 23	Publishing 1st research paper, Preparation of survey.
Oct 23 to March 24	Survey and Data Collection Publishing 2nd research paper
April 24 to june 24	Data sorting, Analysis and Interpretation
July 24 to nov 24	Compilation, Submission of thesis

Limitations of the Study

The Study is limited to Telangana and Andhra Pradesh states only.

The study is limited to academic staff of Private universities only.

Bibiography

1. Singh, Diwakar. (2019). A Literature Review on Employee Retention with Focus on Recent Trends. International Journal of Scientific Research in Science, Engineering and Technology. 425-431. 10.32628/IJSRST195463.

2. Mccarthy, Vikkie & Covella, Gary & Kaifi, Belal & Corcoran, Daniel. (2017). Leadership's Role in Employee Retention. Business Management Dynamics. 7. 1-15
3. Mehta, Dr Mita & Kurbetti, Aarti & Dhankhar, Ravneeta. (2014). Review Paper -Study on Employee Retention and Commitment. International Journal of Advance Research in Computer Science and Management. 2. 154-164.
4. Sepahvand, Reza & Bagherzadeh Khodashahri, Razieh. (2021). Strategic Human Resource Management Practices and Employee Retention: A Study of the Moderating Role of Job Engagement. Iranian Journal of Management Studies. 437-468. 10.22059/IJMS.2020.291391.673843.
5. Justice Solomon Korantwi-Barimah, Factors Influencing the Retention of Academic Staff in a Ghanaian Technical University, Human Resource Management Research, Vol. 7 No. 3, 2017, pp. 111-119. doi: 10.5923/j.hrmr.20170703.03.
6. Muleya D., Hlanganipai Ngirande and Rachidi M.P. (2016). Human resource practices as determinants of employees' intention to leave: a study from a selected South African institution. Investment Management and Financial Innovations, 13(3-2), 403-409. doi:10.21511/imfi.13(3-2).2016.13
7. Barkhuizen, N. , Lesenyeho, D. & Schutte, N. (2020). TALENT RETENTION OF ACADEMIC STAFF IN SOUTH AFRICAN HIGHER EDUCATION INSTITUTIONS . International Journal of Business and Management Studies , 12 (1) , 191-207 . Retrieved from https://dergipark.org.tr/tr/pub/ijbms/issue/52544/676826
8. Farah Iftin (2021) .The Effect of Academic Staff Retention in case of Jig-Jiga University, Somali Regional State, Ethiopia 6491 Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume 12, Issue 7, July 2021: 6491- 6505.
9. Muhammad Hoque & Noxolo Tshutsha, (2022) Exploring Factors Affecting the Attraction and Retention of Academic Employees at the Durban University of Technology International Journal of Service Science, Management, Engineering, and Technology Volume 13 (1) 1-12. http://doi.org/10.4018/IJSSMET.290332
10. Demetria Gerold Mkulu, Jacinta M. Adhiambo, Theonestina Katundano (2017)
11. Workplace Administrative Strategies for Retention of Academic Staff in Private Universities in Southern Highlands Zone, Tanzania, American Journal of Sociological Research 2017, 7(2): 77-84, 10.5923/j.sociology.20170702.03
12. Dr. Demetria Gerold Mkulu (2018) , Academic Staff Retention in Private Universities in Southern Highland Zone Tanzania as a Strategy of Attaining Sustainable Development, International Journal of Humanities and Social Science (8) ,10.30845/ijhss.v8n5p17
13.
14. Heidari, Mohammad & Seifi, Bahar & Gharebagh, ZahraAbdolreza. (2017). Nursing staff retention: Effective factors. Annals of Tropical Medicine and Public Health. 10. 1467. 10.4103/ATMPH.ATMPH_353_17.
15. Chatzoudes, Dimitrios & Chatzoglou, Prodromos. (2022). Factors Affecting Employee Retention: Proposing an Original Conceptual Framework. International Journal of Economics and Business Administration. X. 49-76.

10.35808/ijeba/748.

16. Muhangi, Bernard. (2016). Leadership style and staff retention in organisations. International Journal of Science and Research (IJSR). 5. 412.
17. Loquias, Monet & Sana, Erlyn. (2012). Factors Associated with Intentions to Leave or Stay among Faculty Members in the Colleges of Pharmacy in Metro Manila. International Journal of Pharmacy Practice. 33. 377-383377.
18. Zamanan, Mohammad & Alkhaldi, Mohammad & Almajroub, Abdullah & Alajmi, Ab-dulmohsen & Alshammari, Jassim & Aburumman, Omar. (2020). The influence of HRM practices and employees' satisfaction on intention to leave. Management Science Letters. 10. 1887-1894. 10.5267/j.msl.2019.12.030.
19. Kundu, Subhash & Gahlawat, Neha. (2016). Effects of employee retention practices on perceived firm and innovation performance. Int. J. Innovation and Learning. 19. 25-43. 10.1504/IJIL.2016.073287.
20. Zayed, Nurul Mohammad, Friday Ogbu Edeh, Khan Mohammad Anwarul Islam, Vitalii Nitsenko, Tetiana Dubovyk, and Hanna Doroshuk. 2022. An Investigation into the Effect of Knowledge Management on Employee Retention in the Telecom Sector. Administrative Sciences 12: 138. https://doi.org/10.3390/ admsci12040138
21. Naz, Shumaila & Li, Cai & Nisar, Qasim & Khan, Muhammad Aamir Shafique & Joo, Dr-Naveed & Anwar, Farooq. (2020). A Study in the Relationship Between Supportive Work Environment and Employee Retention: Role of Organizational Commitment and Person–Organization Fit as Mediators. SAGE Open. 10. 10.1177/2158244020924694.
22. Abdullah ,M. Almanie (2022), The Effect Of Human Resource Management Practices On Employees' Retention In King Saud University, Journal of Positive School Psychology http://journalppw.com 2022, Vol. 6, No. 9, 1575-1586
23.
24. Erasmus, B Grobler, A,& Niekerk, M.V. (2015), Employee retention in a higher education institution: an organisational development perspective. 10.51415/10321/2608